

CULINARY CREATIVES

Cooking as creative expression.

Attitudes and behaviours have dramatically shifted for many lifestyle communities not previously interested in cooking or kitchen craft.

Spurred on by the pandemic, diverse communities are now channelling their creativity into learning new culinary skills, exploring cuisines and delving into the sensorial elements of their meals.

In the absence of travel and exploration abroad, experimenting with new cuisines and flavours at home provides a gateway to new experiences.



We are a cultural intelligence platform.
Get in touch at info@codec.ai



40% rise
in cultural cuisine
across lifestyle
communities tracking on
the Codec platform

55% of consumers
plan on cooking from
scratch more often
post-pandemic - Mintel

Lifestyle communities are exploring food content in new ways; seeking to **upskill in the kitchen and develop knowledge of different cuisines.**

At Codec we've seen **food-related interests rising across cultural communities** ranging from fashion to beauty and travel.

On TikTok - which has seen **+15BN food posts in the last year** - lifestyle creators are experimenting with recipe content and are increasingly using food as a platform for creativity.

From 'tortilla folds' to '6 layered brownies' and 'pesto eggs' - and the rise of **'TikTok Pasta' led to feta cheese selling out across the globe.**

Brands are serving up creative ways to engage these budding cooks. **Connecting food to wider interests to elevate experiences** and ensure resonance.

Old El Paso recently hooked into wanderlust and travel FOMO through a social competition **highlighting Mexican destinations explored through local dishes.**